

From: ECHO --VUS0212A
To: AOKONIEW--VUS0212A ANNE OKONIEWSKI

Date and time -- 07/14/94 16:02:36

From: Betty Cho
PMI Public Affairs (ext. 9221)
Subject: Media request

2046312571

FYI. BC

*** Forwarding note from ECHO --VUS0212A 07/14/94 12:10 ***
To: MBOURLAS--VCH0021A Manuel Bourlas AREIMAN --VCH0021A Andre Reiman

From: Betty Cho
PMI Public Affairs (ext. 9221)
Subject: Media request

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I have discussed some possible answers with Mark Firestone. He suggested the following, and wanted to run them by you first, before we send to Germany:

Q2: Can you rule out the presence of genetically modified tobacco in the blend of cigarettes on sale in Germany?

A2: Yes, we can rule this out. There is NO genetically engineered (i.e. DNA manipulated) tobacco in any of Philip Morris' products.

Q4: Is ammonia added to cigarettes distributed in Germany? If so, is such a procedure unusual? If so, does this involve health hazards?

A4: Ammonia is a naturally occurring component of tobacco. In fact, ammonia is a natural body constituent and is also found naturally in many foods. Philip Morris uses small amounts of ammonia and related compounds in the cigarette manufacturing process for such purposes as denicotinizing tobacco, as processing agents to create reconstituted tobacco, and as flavorants. The FDA did not object to the use of ammonia for such purposes.

There is no indication that ammonia compounds in our cigarettes alter the amount of nicotine the smoker inhales.

A7: What is your company's position on the FDA accusations?

Philip Morris USA cooperated fully with the FDA, but it is PM USA's position that cigarettes do not appropriately fall under FDA jurisdiction because cigarettes are neither a "food" nor a "drug". Philip Morris recently opened its operating facilities to the FDA, allowing the agency to confirm that there is no basis to the charge that Philip Morris USA "manipulates" the nicotine content of its cigarettes.

Any input you could provide me with would be greatly appreciated.

Regards, Betty Cho

*** Forwarding note from SMURRAY --VCH0021A 07.12.94 14:01 ***
To: ECHO --VUS0212A Elizabeth Cho

From: Sean Murray
Tel: (32 2) 287 8082
Subject: Media request
Betty,

sorry to be a pain, but Nick is keen to get some guidance on this matter especially with regard to the FDA and "trans-genic" tobacco.

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Give me a call if you have any questions/comments.

Sean

*** Forwarding note from SMURRAY --VCH0021A 05.07.94 18:49 ***

To: ECHO --VUS0212A Elizabeth Cho

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*** Forwarding note from DGREENBE--VCH0021A 01.07.94 16:50 ***

To: SMURRAY --VCH0021A Sean Murray

From: D. Greenberg

Subject: Media request

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Talk to Nick and see what he believes they need, then consult me.

DIG

*** Forwarding note from NTEWES --VCH0021A 01.07.94 15:50 ***

To: DGREENBE--VCH0021A D. Greenberg

From: Nicolai Tewes

Subject: Media request

David, the German publishing house GRUNER & JAHR is preparing a new magazine ("TANGO"). One of their editors made a request today regarding the FDA and the German situation. His questions:

1. Is the declaration of the nicotine content of the cigarettes distributed by PM in Germany accurate?
2. Can you rule out the presence of genetically modified tobacco in the blend of cigarettes on sale in Germany?
3. Does, to the best of your knowledge, the Brazilian tobacco species Y1 exist? If so, has it actually been genetically modified in such a way as to double nicotine levels? If so, who is responsible for production? If so, who uses this tobacco species? If so, who imports this species or cigarettes containing it to Germany?
4. Is ammonia added to cigarettes distributed in Germany? If so, is such a procedure unusual? If so, does this involve health hazards?
5. What agents and substances do the cigarettes distributed by you contain?

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